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Name of presentation

**“Lifting the Bar: Will China Lift the
Quality Bar in the 21st Century?”**

About the Author

Dr Craig Voortman currently is Divisional Head of the Department of Transportation and Supply Chain Management at the Faculty of Management at the University of Johannesburg. He specifically manages a programme with over 1000 students: 500 purchasing or supply chain students and about 500 transportation students. The programmes have grown considerably since he became Head of Department from just over 300 students to the current enrollment of over 1000 students. The target market of the Purchasing (Logistics) programme is school leavers, and the Transportation programme is working people aged primarily between 30 & 40 years (mature students). Many of the latter students are already managers in the transport and supply chain industry. This merged department services over 4000 students making it the largest academic logistics department in the world. Craig also has consulted to over 40 companies in the field of Logistics, Supply Chain & Project Management. He has written three books, two in the logistics field & one on China entitled “Enter the Dragon”.

Abstract

China is perceived as a ‘low quality’ producer in the minds of many people in many nations of the globe. Children in schools talk about MCC and non-MCC products and some speak in derogatory terms about toys and games that are made in China (MCC= Made in China Junk), Japan had a similar reputation in the 1960s to that of China in the 2000s. But look and see how Japan’s products evolved over time. Will China lift the quality bar in the 21st century? This presentation will explore the answer